

# MBA

## Graduation Ceremony

Saturday 1 July 2000



*La Maison de la Chimie*

\*\*\* *Paris* \*\*\*

Profile of the Graduating Class

291 participants, with an average age of 28 and 5 years work experience, arrived in September 1999 for an MBA Programme offering a total of 87 different courses. They represented 49 nationalities and at the time of graduation, 52% had reported to CMS on their job situation, 95% of whom had one or more confirmed job offers.

INSEAD wishes everyone success in their future careers and looks forward to keeping in touch with you both as alumni and at reunions back on the campus.

The Guest of Honour, Pierre Bouriez

Pierre Bouriez is chairman and Chief Executive Officer of *houra.fr*, a home shopping site belonging to the Cora Group, a big French retailer.

After a time working for Neutrogena in Los Angeles as Assistant Product Manager, Pierre Bouriez came back in France as a salesman for Otis, before moving to Cable TV development for CGV and Lyonnaise Cable.

In May 1999, he joined Cora group to create and launch a home shopping internet site, which was launched January 5<sup>th</sup>, 2000. With a range of 50.000 products, *houra.fr* can deliver anywhere in France and is constantly developing new product ranges. Average order has 42 products with an average weight of 38 kg. Following a massive marketing campaign, *houra.fr* has experienced a huge success with rapid growth, acrobatic logistics, whilst constantly improving service and punctuality of delivery.

Pierre Bouriez graduated from Ecole Polytechnique and completed a MBA at INSEAD in 1990.

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*Musical Introduction*

15.00

Addresses

Welcome

*Professor Landis Gabel, Associate Dean of the MBA Programme*

Opening Address

*Professor Antonio Borges, Dean*

*Mr Claude Janssen, Chairman of the INSEAD Board*

Graduation Address

*Mr Pierre Bouriez*

*Président Directeur Général, Houra.fr*

16.15

Awards

Awards for Outstanding Teaching

*Mike Carson, Matthew Kentridge, David Metzger and Oliver Schonrock*

*Academic Representatives*

Award of the Henry Ford II Prize

*Professor Antonio Borges*

Award of Diplomas

17.15

Farewell

*Professor Landis Gabel*

Group photograph

*Followed by Cocktails*